

Library Development

Hours: Monday-Friday 8:30 am - 5:00 pm

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Library Development: Helping West Virginia Libraries Grow

Library Development's duties include consulting with libraries of all types, communications, library services and operating the West Virginia Center for the Book.

State and Federal Programs

Library Development manages state and federal programs that support library services. This year the Agency contracted with Himmel & Wilson Library Consultants to evaluate West Virginia's implementation of the 2008-2012 Library Services and Technology Act (LSTA) Plan. The report concluded that West Virginia's implementation had impacted all six of the Grants to States priorities set by the Institute of Museum and Library Services (IMLS). The Agency wrote a new plan, **Creating a State of Learners**, for the 2013-2017 period. The plan sets three goals for West Virginians – they will have access to:

1. Shared library resources to meet their educational and informational needs.
2. The Internet, telecommunications, resources and services through their public libraries.
3. Library services that sustain lifelong learning, develop early childhood literacy skills and promote reading.

Library Development also insures that West Virginia's 97 public libraries stay in compliance with applicable rules and laws.

In addition, Library Development collects and records public library statistics which are annually submitted to the federal government, public libraries, state Senators and Delegates. The data allows all parties to monitor the progress of library services and plan accordingly.

Consulting and Continuing Education

Partnerships presented opportunities for the Library Commission to pair with government and non-profit agencies to support the state's libraries in FY 2012. Partnership activities included:

- Trained representatives of 62 libraries at the annual Summer Reading Program workshop
- Taught Read Aloud workshops at Oglebay Zoo

- Provided information about youth services, career services and information access to soldiers (and their families) deploying to conflict areas through the WV Air National Guard
- Worked with the Lois Lensky Covey Foundation to place children's materials in 37 public libraries
- Distributed dental health materials for Senator Rockefeller's office to libraries
- Deployed or made plans to deploy 121 computers to libraries to assist in job searches and career preparedness with WorkForce West Virginia

Library Development staff consulted with officials, not only in West Virginia's 97 public libraries, but with local and state governmental agencies and non-profits, including: the Division of Highways, Archives and History Division, AARP, State Treasurer and Attorney General's offices, Kids Count Fund, and the Department of Corrections. Division employees provided approximately 45 training opportunities for 978 library employees, made 2,975 contacts with library workers and local officials for library development assistance and paid 87 consulting visits to the state's libraries. Consulting work led to 35 libraries submitting new or updated plans for development in 2012. Training opportunities led to increased use of social media by West Virginians and their libraries and the weeding of inappropriate materials from library collections.

Ninety-one of the 97 public libraries in the state participated in the collaborative statewide **Summer Reading Program**, which kept thousands of children reading (and maintaining comprehension skills) through the summer months. The program also included components for teenagers and adults.

Library Development staff made presentations across the state on using a job search and career preparedness databases provided through **WVInfoDepot** (www.wvinfo depot.org), a one-stop resource. Staff also trained teachers, homeschooling parents, government agencies and others on WVInfoDepot programs like NoveList, which helps people find the right book; databases providing periodical information; and a newspaper database with historical and genealogical information. In FY 2012, WVInfoDepot databases were searched over 260,000

WVInfoDepot July 2011-June 2012

Database Name	Total Searches
Alt HealthWatch	371,589
Business Source Elite	226,815
Consumer Health Complete	7,132
Funk & Wagnalls New World Encyclopedia	215,283
GreenFILE	328,233
Grolier Online & Multimedia Encyclopedia	56,194
Health Source - Consumer Edition	404,273
Health Source: Nursing/Academic Edition	405,689
Job & Career Accelerator	8,435
Learning Express Library	29,281
Library, Information Science & Technology Abstracts	333,602
MasterFILE Premier	492,653
Newspaper Archives	15,772
Newspaper Source	436,171
NoveList Plus K-8	6,230
NoveList Plus	32,446
Points of View Reference Center	86,569
Primary Search	259,751
Regional Business News	279,069
TOPICsearch	256,602
TOTAL	4,251,789

times by users through public libraries alone, not counting users in college and school libraries and remote users.

West Virginia's professional library workforce is small and the state lacks an accredited library school. To improve the quality of the library workforce in West Virginia, the agency partnered with Mountwest Community and Technical College and the University of Northern Kentucky in creating **Bridging the Gap II**. Modeled after a similar program in Kentucky, this federally-funded initiative provides library workers with scholarships, stipends, mentors and other support to earn an Associates degree in Public Library Technology or a Bachelor's degree in Library Science. The Division completed plans for formal core competencies training for library workers and public library trustees; this plan will be implemented in the coming year.

Reference and Services to Libraries

The Reference Services Division of Library Development is the informational resource center for state officials and employees. It also serves public libraries across the state through research and collection enhancements.

In October 2011, Reference Services joined a public library consortium to provide its customers with access to electronic materials. **WV-READS** (Regional Electronic Audiovisual Download Service) allows Reference Services to provide access to 5,186 electronic books and 1,800 electronic audiobooks. Customers have embraced the service.



For the electronic collection, Reference Services focuses on collecting nonfiction, allowing public libraries to use their collection dollars to gather popular fiction materials. This allows the Division and public libraries to stretch monies further and provide collections to meet all needs.

After joining WV-READS, the Division created a **Technology Petting Zoo**, a collection of the most popular electronic reading devices and tablets, to train its staff, others in the Capitol Complex and library professionals. The Zoo also helps customers become familiar with WV-READS and the devices themselves.



Technology Petting Zoo

Reference Services reaches all corners of the nation by providing materials to customers of other state libraries, research institutions and public libraries through interlibrary loan. **In FY 2012, Reference Services loaned or borrowed over 2,500 items for the state's public, academic and school libraries.**

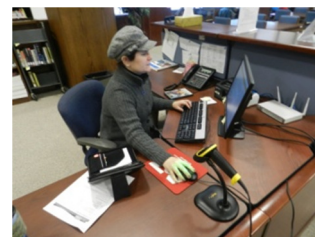
The agency provided support for the state's correctional institutions and juvenile detention centers as well. The agency supplied collections, training and other support to these **underserved populations**.

The Division provides collections of audiobooks, videos, and books to the state's public libraries. Agency collections allow libraries to refresh their own collections, which keeps library customers coming through the door. Approximately 30 deposit collections were shared between libraries in 2012. **The State Reference Library alone loaned 14,067 items to libraries, state government workers and the general public.**

Cataloging and Automation

Cataloging and Automation Services is the new name of the unit formerly known as Technical Services; the mission of the group remains to provide access to collections.

The Access Control Librarian joined Library Development Consultants on site visits, which enabled her to better understand public library needs, such as helping them maintain consistent online catalogs. Other staff traveled to offer cataloging refresher sessions to re-emphasize consortia procedures and beginning cataloging sessions.



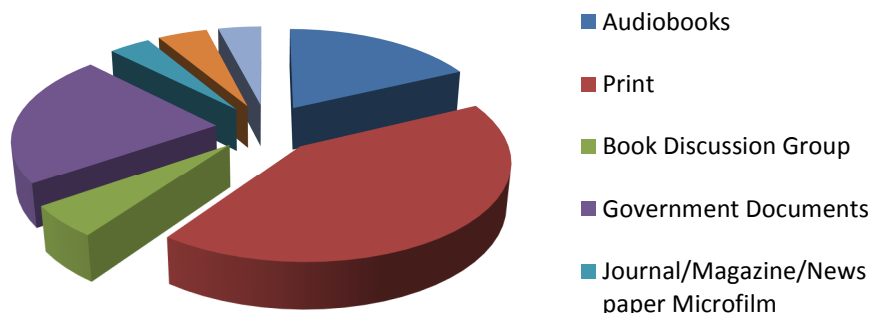
At the Reference Desk

Division staff also traveled as **Team Weed**, which educated library staff on the importance of library weeding and removing materials from the most alarming areas of public library collections. Over the year, Team Weed helped Philippi Public Library plan for re-carpeting and a major redesign that allowed for computer and periodical reading areas. Team Weed also helped Belington Public Library make areas for children and young adults.

The Division began providing cataloging for large print items, libraries receiving rotating and deposit collections, and libraries receiving materials donated from the Lois Lenski Covey Foundation. This step reduced processing time at the receiving library. The online catalog itself received a software upgrade that added new functions, such as including Google Books preview information.

Working with Administrative Services, the Acquisitions Assistant began digitally archiving the agency's history. This included scanning past statistical and annual reports and adding them to the agency website. The next phase is to make the picture and slide collections available.

FY 2012 Additions to the Collections

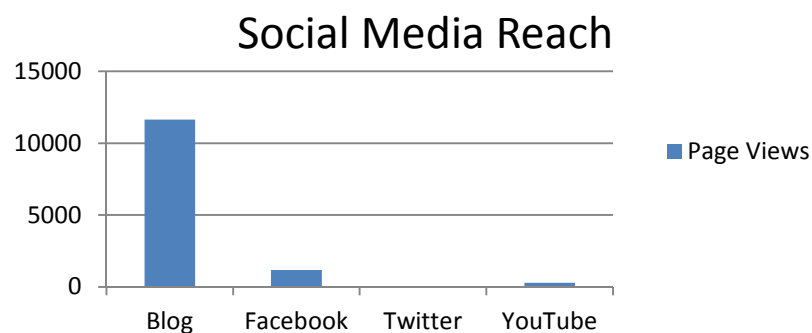


Communications

Communications activities promote libraries and library activities. The Division publicized activities such as **Children's Book Week** and **National Library Week** with posters and other promotional materials. Good attendance at training events signaled the effectiveness of their communications efforts. In partnership with database providers, the Division distributed thousands of WVInfoDepot pencils, bookmarks and other promotional materials to schools and libraries across the state.

The agency published a newsletter called **Library Lookout** in the 1940s. To improve agency communications sixty years later, the Agency resurrected *Library Lookout* in an email format. *Library Lookout* offers information on agency activities, grant opportunities, library jobs and other library-focused news. Readership is estimated to be over 500.

With a total of 11,653 views over the last year, the **Library Commission blog** is still a top social media outlet for reaching customers. Traffic for the blog comes from online catalog links and the agency website.



YouTube is a relatively new outlet for getting information out to customers; the Agency's YouTube site contains shorts from *Library Update*, the new Library Television Network show. YouTube viewership is nearly 300 so far.

Library Update itself is a joint project between Reference Services, Cataloging and Automation Services, Library Development and Television Services. The monthly television show delivers up-to-date information on library trends and issues to library staff within the state and beyond.

In FY 2012, representatives from each division re-designed the Library Commission's **website** to better serve customers. The website overhaul allowed state employees to electronically acquire a library card; this lets off-campus employees and those working unconventional schedules access databases and other electronic materials via the library.

West Virginia Center for the Book

The West Virginia Center for the Book is a project of the Library Commission in partnership with the West Virginia Humanities Council. As an affiliate of the National Center for the Book at the Library of Congress, the WV Center's mission is to meet national objectives in the state, highlight the state's literary heritage and call attention to the importance of books, reading, literacy and libraries.

The **West Virginia Children's Choice Book Awards** is a popular program in which grades three through six read and vote for their favorite books from a list of twenty nominees. The 2012 winner was Matt Phelan's *A Storm in the Barn*, a powerful graphic novel set in the Dust Bowl of the 1930's.

The Center's choice to represent West Virginia at the **National Book Festival** was *Passing the Music Down*, a picture book about West Virginia fiddling great Melvin Wine and his student Jake Krack. Author Sarah Sullivan attended and autographed cards featuring illustrations from the book.

At the Center's Letters About Literature award ceremony, Sullivan spoke about her inspiration and experience as a writer. Letters About Literature is a statewide and national reading and writing program for young readers. Darius Peckham of Huntington highlighted the 2012 Letters About Literature celebration at the Culture Center. He was **West Virginia's first national award winner** in the competition.



Darius Peckham with John Paul Myrick and Sarah Sullivan



Civil War books in the Collection

The **Book Discussion Group (BDG) Collection** helps local libraries expand services in their communities. The Collection provides multiple copies of books, discussion questions and background material to discussion groups throughout the state. Book discussion groups bring people into the library, increase circulation and highlight the library as an essential part of community life and thought. In 2012, the Collection shipped 530 titles to libraries, with an average of 15 copies per book for each discussion group. Libraries held 542 discussions in 2012 using the Collection's titles. Fifteen new groups were formed. Collection usage increased 19% while the number of titles distributed increased 13.5%. The Collection purchased 22 new titles and added three more through a partnership with the West Virginia Humanities Council's **Making Sense of the American Civil War** grant. Four library discussion groups participated in the grant project. The Collection currently contains 210 titles.

Center staff worked with the Governor's Office to prepare a congratulatory letter for Jaimy Gordon for her 2010 National Book Award fiction work, *Lord of Misrule*. Ms. Gordon is the third woman and third author with WV connections to win the award. Center staff also supported literary events throughout the state, including the West Virginia Book Festival and the Ohio River Festival of Books. The Center collaborated again with the Shepherd Foundation in publishing the fourth volume of the *Anthology of Appalachian Writers*. And the Center, along with the State Reference Library, sponsored several literary-themed programming activities for the public and state government employees.